



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/12 thru 12/18.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Dec 12, 2014

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	47.6% of 22,900 outlets		40.9% of 22,900 outlets		52.6% of 23,200 outlets	
Special Rate ^{4/}	1.5%		2.1%		0.8%	
Activity Index ^{2/}	27,970		16,170		32,750	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	1,860	1.57	50	1.69	1,840	1.56
" - Toms	1,770	1.57	50	1.69	1,840	1.56
Frozen - Hens	2,210	1.04	260	1.13	4,150	1.06
" - Toms	2,210	1.04	260	1.13	4,170	1.05
PARTS:						
Breast:						
Bone-in, whole						
Fresh	410	3.23	10	2.99	390	3.04
Frozen	4,590	1.78	530	1.83	5,750	1.71
Split, bone-in						
Fresh					180	1.19
Rotisserie	1,530	9.48	640	8.21	780	7.58
Boneless, whole						
	70	5.11			180	5.89
Cutlets						
	670	5.19	330	5.17	980	4.81
Cutlets, thin sliced						
	180	5.03				
Strips						
Tenders						
	130	4.84			370	4.24
Marinated Tenders						
	240	4.64	430	4.26	130	4.63
Drumsticks						
	260	1.87	350	2.13	70	1.85
Thighs						
			40	1.92	10	2.99
Wings						
	80	2.01	380	2.09	20	2.24
Necks						
	20	2.19	20	1.69	10	1.49
Smoked Drumsticks						
	40	2.82	40	2.47	30	1.91
Smoked Wings						
	40	2.82	50	2.38	40	1.80
Smoked Necks						
			30	2.32	20	1.99
GROUND TURKEY:	9,320	3.37	10,790	3.46	10,830	3.53
Patties	270	4.12	700	3.99	520	3.73
Sausage	1,290	3.50	1,460	3.45	2,840	3.14
85% lean	2,400	2.90	2,900	2.60	970	2.61
93% lean	4,250	3.28	3,770	3.54	5,200	3.58
Breast	1,110	4.65	1,960	4.81	1,300	4.86
Rolls (frsh/frz 1 lb.)	940	2.90	220	2.98	430	1.94
Specialty ^{5/}						
Patties	160	3.99	130	4.00		
93-94% lean	1,010	4.37	1,180	3.97	530	3.71
Breast	230	6.99	380	5.99		

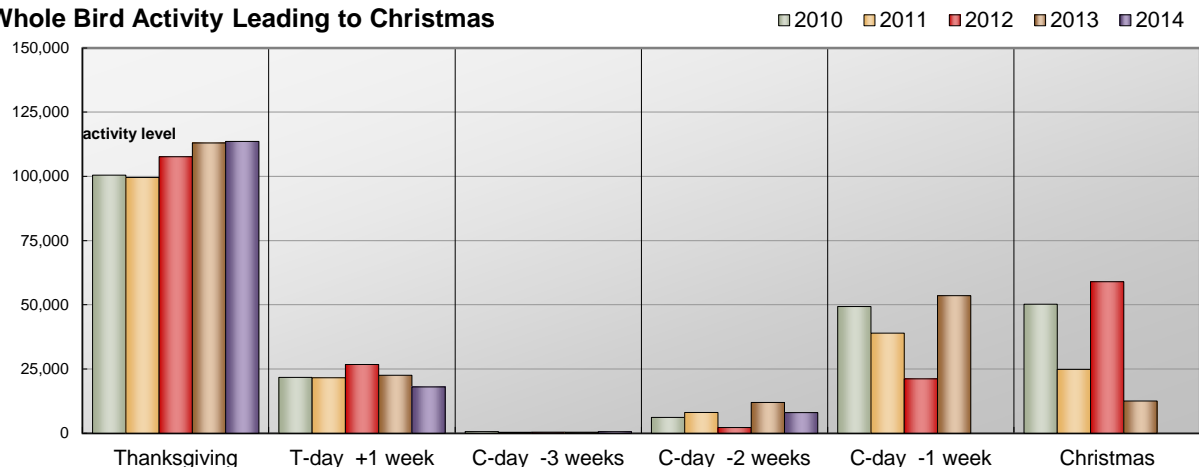
Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

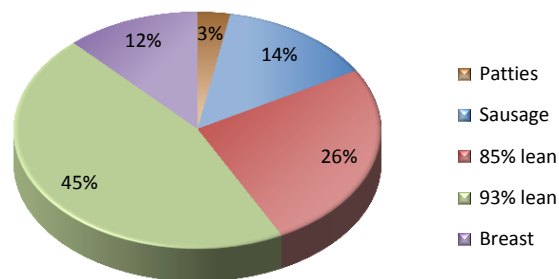
This Week's Turkey Feature Highlights

Feature activity continues to increase for the holiday season. More stores are offering fresh and frozen hens and toms; they will cost less compared to last week. Kosher turkeys promotions are active in the Northeast and Southeast regions. Offerings increase on fresh and frozen bone-in breasts; prices increase on fresh bone-in breasts, decline on frozen. This is a good week to find rotisserie breast on sale, providing a quick and easy meal for holiday shoppers. Offerings increase on boneless white parts, especially on cutlets; prices are higher on cutlets and marinated tenders. Feature activity declines on fresh and smoked dark parts; prices are lower on fresh drums and wings, higher on smoked drums and wings. Consumers will find plenty of ads for ground turkey, although not as many as last week; the weighted average price declines due to lower prices for 93% lean and ground breast. Offerings increase on rolls, slow on specialty grinds. Feature activity declines on service and self-service deli items. Service deli featuring is most active on thin slicing meats at lower prices. Prices trend higher on self-service deli items.

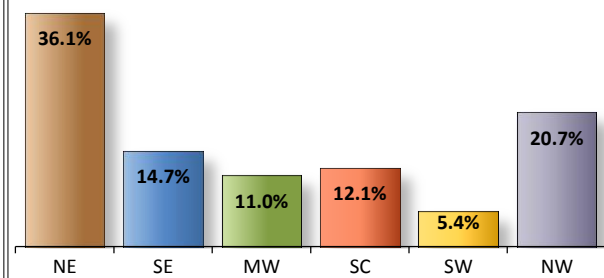
Whole Bird Activity Leading to Christmas



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Dec 12, 2014

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	71.9% of 4,700 sampled outlets			35.9% of 5,900 sampled outlets			38.3% of 4,200 sampled outlets		
Activity Index ^{2/}	0.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 11,680			Activity Index = 6,510			Activity Index = 3,230		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.29 - 1.99	1,600 1.58		1.29 - 1.99	220 1.46		1.49 - 1.99	40 1.74	
" - Toms	1.29 - 1.99	1,600 1.58		1.29 - 1.99	140 1.44		1.79 - 1.99	30 1.85	
Frozen - Hens	0.89 - 1.69	320 1.23		0.79 - 1.49	1,210 0.90		0.69 - 1.49	500 1.18	
" - Toms	0.89 - 1.69	320 1.23		0.79 - 1.49	1,210 0.90		0.69 - 1.49	500 1.18	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99 - 3.49	350 3.32		2.69 - 3.19	10 2.94		2.69 - 3.19	20 2.94	
Frozen	1.19 - 1.99	980 1.88		1.48 - 3.29	2,040 1.77		1.19 - 3.29	870 1.70	
Split, bone-in									
Fresh									
Rotisserie	8.99 - 9.99	190 9.42		8.99 - 9.99	110 9.41		7.99	20 7.99	
Boneless, whole	4.99 - 5.99	70 5.11							
Cutlets	4.79 - 5.99	590 5.21		5.99	20 5.99		4.69 - 4.99	20 4.90	
Cutlets, thin sliced	4.99 - 5.99	180 5.03							
Strips									
Tenders	5.49	50 5.49					4.49 - 4.69	70 4.50	
Marinated Tenders	3.88 - 4.79	170 4.36					5.33	70 5.33	
Drumsticks	1.79 - 2.99	210 1.88		1.89	40 1.89		1.69	10 1.69	
Thighs									
Wings	1.79 - 2.99	70 2.05					1.69	10 1.69	
Necks	2.99	10 2.99					1.39	10 1.39	
Smoked Drumsticks	1.99	10 1.99					2.29	10 2.29	
Smoked Wings	1.99	10 1.99					2.29	10 2.29	
Smoked Necks									
GROUND TURKEY:									
Patties	3.79 - 4.99	120 3.98		3.48	40 3.48		3.50	30 3.50	
Sausage	3.19 - 3.99	870 3.56		2.69 - 3.29	60 2.99		2.87 - 3.79	130 3.67	
85% lean	2.66 - 3.66	1,300 3.01		2.50 - 2.99	490 2.66		2.47 - 2.99	310 2.86	
93% lean	2.53 - 3.99	1,460 3.25		2.40 - 3.49	810 2.86		2.76 - 3.99	340 3.27	
Breast (99-100% lean)	4.79 - 5.38	390 4.93		4.99	20 4.99		4.58 - 4.99	20 4.77	
Rolls (frsh/frz 1 lb.)	3.49	10 3.49		2.99	30 2.99		1.50 - 2.99	210 2.83	
Specialty ^{5/}									
Patties	3.99	160 3.99							
93-94% lean	3.49 - 4.99	410 3.67		3.49	60 3.49				
Breast	6.99	230 6.99							



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Fri. Dec 12, 2014

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	37.8% of 4,200 sampled outlets			48.3% of 2,800 sampled outlets			74.2% of 1,200 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			8.2% of stores w/ no-price promotions			8.5% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 3,570			Activity Index = 1,150			Activity Index = 1,830		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79 - 1.19	120	0.98	1.59 - 1.89	50	1.74	1.79	10	1.79
" - Toms	0.79 - 1.19	120	0.98	1.59 - 1.89	50	1.74	1.79	10	1.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.29 - 2.89	30	2.42
Frozen	1.19 - 1.99	530	1.73	1.69	20	1.69	1.49 - 1.99	150	1.81
Split, bone-in									
Fresh									
Rotisserie	7.99 - 9.99	340	9.24	9.99	550	9.99	8.99	320	8.99
Boneless, whole									
Cutlets	4.59	40	4.59						
Cutlets, thin sliced									
Strips									
Tenders	3.99	10	3.99						
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	3.49	20	3.49						
Smoked Wings	3.49	20	3.49						
Smoked Necks									
GROUND TURKEY:									
Patties				3.99	10	3.99	4.99	70	4.99
Sausage	3.00	160	3.00				4.09	70	4.09
85% lean	2.66 - 2.99	220	2.88	2.79 - 3.19	40	2.94	2.49 - 2.79	40	2.64
93% lean	2.50 - 4.00	770	3.43	3.00 - 3.19	290	3.11	3.19 - 4.00	580	3.88
Breast (99-100% lean)	3.99 - 5.38	440	4.46	5.59	10	5.59	3.99 - 5.19	230	4.44
Rolls (frsh/frz 1 lb.)	2.99 - 3.49	560	3.13	1.99	130	1.99			
Specialty ^{5/}									
Patties									
93-94% lean	5.00	220	5.00				5.00	320	5.00
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/12 thru 12/18.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Dec 12, 2014

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	63.3% of 22,900 stores		68.7% of 22,900 stores		75.5% of 23,200 stores		85.6% of 4,700 sampled outlets			56.5% of 5,900 sampled outlets		
Activity Index 2/	38,750		47,540		42,430		Activity Index = 12,420			Activity Index = 8,080		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,280	8.47	3,210	8.34	7,070	8.36	5.99 - 10.99	1,950	8.33	7.99 - 9.99	520	9.21
Private Brand	2,950	7.57	3,220	7.55	2,440	7.42	6.98 - 9.99	2,420	7.56	6.99	200	6.99
Category 2												
Processor Brand	3,240	6.09	3,190	6.12	4,260	5.84	4.99 - 6.99	1,170	6.20	4.99 - 6.99	390	5.50
Private Brand	4,840	7.01	1,930	7.02	2,820	7.26	4.99 - 6.99	730	5.67	6.99	590	6.99
Category 3												
Processor Brand	590	4.60	1,060	4.38	2,090	4.09	4.47 - 4.99	310	4.96	3.99 - 4.38	30	4.30
Private Brand	260	4.20	1,170	4.97	1,300	4.96	5.38	40	5.38			
Turkey Ham												
Processor Brand	360	4.44	230	4.14	260	4.00	3.79 - 4.99	310	4.63			
Private Brand			40	4.48								
Turkey Pastrami												
Processor Brand	340	4.05	120	5.26	360	6.27	3.79 - 4.99	310	3.96			
Private Brand	10	2.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,300	8.02	3,640	7.97	1,690	6.99	5.97 - 9.99	750	8.02	6.99 - 9.99	140	8.43
Private Brand	580	7.06	1,610	7.52	1,430	7.20				6.99	500	6.99
Category 2												
Processor Brand	220	5.52	510	5.72	40	4.99	4.99	70	4.99	4.79	30	4.79
Private Brand	450	4.99	1,280	5.12	1,720	5.25	4.99	20	4.99	5.99	10	5.99
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,780	3.52	9,400	3.50	4,160	3.02	2.50 - 4.49	1,350	3.56	2.50 - 4.19	630	3.27
Private Brand	4,210	3.19	3,280	2.89	4,040	2.67	2.99 - 3.79	740	3.23	2.99 - 3.79	1,750	3.46
Turkey 16 oz												
Processor Brand	1,720	5.53	1,290	5.07	860	5.24	3.99 - 5.99	160	5.56	5.29 - 5.49	1,020	5.49
Private Brand					60	3.77						
Chicken 7-10 oz												
Processor Brand	4,520	3.55	9,070	3.50	3,790	2.99	2.50 - 4.49	1,350	3.56	2.50 - 4.19	520	3.35
Private Brand	4,100	3.21	3,290	2.89	4,040	2.67	2.99 - 3.79	740	3.23	2.99 - 3.79	1,750	3.46

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

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(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	63.9% of 4,200 sampled outlets			50.6% of 4,200 sampled outlets			53.4% of 2,800 sampled outlets			72.1% of 1,200 sampled outlets		
Activity Index ^{2/}	Activity Index = 7,490			Activity Index = 5,020			Activity Index = 3,610			Activity Index = 2,130		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99 - 10.99	460 8.53		6.98 - 11.49	480 8.22		6.99 - 8.99	400 8.51		7.99 - 11.99	470 8.44	
Private Brand	6.99 - 11.49	220 7.96		6.99 - 8.99	110 7.99							
Category 2												
Processor Brand	4.99 - 6.99	810 6.03		5.99 - 6.99	480 6.07		4.99 - 6.99	210 6.59		4.98 - 6.99	180 6.48	
Private Brand	5.99 - 7.99	480 6.18		5.99 - 7.99	1,290 7.19		6.99 - 7.99	1,100 7.48		7.99	650 7.99	
Category 3												
Processor Brand	3.79 - 3.99	110 3.97		3.99 - 4.38	30 4.10		3.99 - 4.97	90 4.46		3.98 - 5.99	20 4.42	
Private Brand	3.99	180 3.99		3.99	40 3.99							
Turkey Ham												
Processor Brand	3.99	10 3.99		2.79	20 2.79		2.99 - 3.49	10 3.31		3.29	10 3.29	
Private Brand												
Turkey Pastrami												
Processor Brand	3.99	20 3.99		6.98	10 6.98							
Private Brand	2.99	10 2.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.49 - 8.99	300 7.88		7.69	30 7.69					7.99	80 7.99	
Private Brand					80 7.47							
Category 2												
Processor Brand	3.98 - 6.98	120 6.01										
Private Brand	3.99 - 5.99	380 5.07		3.99	40 3.99							
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.99	860 3.21		2.50 - 3.50	840 3.50		2.99 - 3.99	800 3.83		3.49 - 3.99	300 3.94	
Private Brand	2.50 - 3.00	1,210 2.87		3.00	320 3.00		3.00	130 3.00		3.00	60 3.00	
Turkey 16 oz												
Processor Brand	4.99 - 5.99	380 5.45		5.99	160 5.99							
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 3.99	840 3.22		2.99 - 3.69	770 3.57		2.99 - 3.99	740 3.86		3.49 - 3.99	300 3.94	
Private Brand	2.50 - 3.00	1,100 2.89		3.00	320 3.00		3.00	130 3.00		3.00	60 3.00	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)